



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production
138 Conant Street
Beverly, MA 01915

Contract # 196860

Schedule Dates 09/26/12-10/02/12
Advertiser Romney/P/R (15707)
Agency American Rambler Production (5128)
Product Political-Political (1088)
Brand Romney for President (67445)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Kincaid, Stephanie
Phone/Fax (202) 567-6193 /
CPE ROMNEY/US PRESIDENT/387 9/26-10/2
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments

Date Entered 09/25/12
Last Modified 09/25/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$59,028.75
Net Total \$334,496.25
Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Sep. 2012	88	\$266,925.00
Oct. 2012	40	\$126,600.00
Grand Total:	128	\$393,525.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/26/12-09/28/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A				1	1	1			3	\$1,400.00	\$4,200.00	WJLA Arlington (WJLA)		9/25/12
2.0	Normal Line / SPOT	09/26/12-09/28/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA				2	2	2			6	\$1,600.00	\$9,600.00	WJLA Arlington (WJLA)		9/25/12
3.0	Normal Line / SPOT	09/26/12-09/28/12	3	:30	9A- LIVE!				1	1	1			3	\$1,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/25/12
4.0	Normal Line / SPOT	09/26/12-09/28/12	3	:30	10A- RACHAEL RAY				1	1	1			3	\$800.00	\$2,400.00	WJLA Arlington (WJLA)		9/25/12
5.0	Normal Line / SPOT	09/26/12-09/28/12	3	:30	10:58A- ABC-THE VIEW				1	1	1			3	\$2,500.00	\$7,500.00	WJLA Arlington (WJLA)		9/25/12
6.0	Normal Line / SPOT	09/26/12-09/28/12	3	:30	12:57P- ABC-THE CHEW				1	1	1			3	\$1,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/25/12
7.0	Normal Line / SPOT	09/26/12-09/28/12	3	:30	2P- ABC-GENERAL HOSPITAL				1	1	1			3	\$2,200.00	\$6,600.00	WJLA Arlington (WJLA)		9/25/12
8.0	Normal Line / SPOT	09/26/12-09/28/12	3	:30	3:01P- ANDERSON COOPER SHOW				1	1	1			3	\$1,600.00	\$4,800.00	WJLA Arlington (WJLA)		9/25/12
9.0	Normal Line / SPOT	09/26/12-09/28/12	3	:30	3:58P- ABC-KATIE COURIC				1	1	1			3	\$2,400.00	\$7,200.00	WJLA Arlington (WJLA)		9/25/12
10.0	Normal Line / SPOT	09/26/12-09/28/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P				1	1	1			3	\$2,000.00	\$6,000.00	WJLA Arlington (WJLA)		9/25/12
11.0	Normal Line / SPOT	09/26/12-09/28/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P				2	2	2			6	\$3,200.00	\$19,200.00	WJLA Arlington (WJLA)		9/25/12

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12.0	Normal Line / SPOT	09/26/12-09/28/12	3	:30	6:58P- WHEEL OF FORTUNE				1	1	1			3	\$4,400.00	\$13,200.00	WJLA Arlington (WJLA)		9/25/12
13.0	Normal Line / SPOT	09/26/12-09/28/12	3	:30	7:27P- JEOPARDY				1	1	1			3	\$4,800.00	\$14,400.00	WJLA Arlington (WJLA)		9/25/12
14.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P							1		1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		9/25/12
15.0	Normal Line / SPOT	09/26/12-09/27/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P				1	1				2	\$3,200.00	\$6,400.00	WJLA Arlington (WJLA)		9/25/12
16.0	Normal Line / SPOT	09/27/12-09/27/12	3	:30	11:35P- ABC-ABC NIGHTLINE						1			1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/25/12
17.0	Normal Line / SPOT	09/26/12-09/28/12	3	:30	11:35P- ABC-ABC NIGHTLINE						1			2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		9/25/12
18.0	Normal Line / SPOT	10/01/12-10/02/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A									2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		9/25/12
19.0	Normal Line / SPOT	10/01/12-10/02/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA				2	2				4	\$1,600.00	\$6,400.00	WJLA Arlington (WJLA)		9/25/12
20.0	Normal Line / SPOT	10/01/12-10/02/12	3	:30	9A- LIVE!				1	1				2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/25/12
21.0	Normal Line / SPOT	10/01/12-10/02/12	3	:30	10A- RACHAEL RAY				1	1				2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		9/25/12
22.0	Normal Line / SPOT	10/01/12-10/02/12	3	:30	10:58A- ABC-THE VIEW				1	1				2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		9/25/12

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23.0	Normal Line / SPOT	10/01/12-10/02/12	3	:30	12:57P- ABC -THE CHEW	1	1	1						2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/25/12
24.0	Normal Line / SPOT	10/01/12-10/02/12	3	:30	2P- ABC-GENERAL HOSPITAL	1	1	1						2	\$2,200.00	\$4,400.00	WJLA Arlington (WJLA)		9/25/12
25.0	Normal Line / SPOT	10/01/12-10/02/12	3	:30	3:01P- ANDERSON COOPER SHOW	1	1	1						2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		9/25/12
26.0	Normal Line / SPOT	10/01/12-10/02/12	3	:30	3:58P- ABC-KATIE COURIC	1	1	1						2	\$2,400.00	\$4,800.00	WJLA Arlington (WJLA)		9/25/12
27.0	Normal Line / SPOT	10/01/12-10/02/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	1	1	1						2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		9/25/12
28.0	Normal Line / SPOT	10/01/12-10/02/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	2	2	2						4	\$3,200.00	\$12,800.00	WJLA Arlington (WJLA)		9/25/12
29.0	Normal Line / SPOT	10/01/12-10/02/12	3	:30	6:58P- WHEEL OF FORTUNE	1	1	1						2	\$4,400.00	\$8,800.00	WJLA Arlington (WJLA)		9/25/12
30.0	Normal Line / SPOT	10/01/12-10/02/12	3	:30	7:27P- JEOPARDY	1	1	1						2	\$4,800.00	\$9,600.00	WJLA Arlington (WJLA)		9/25/12
31.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1	1							1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		9/25/12
32.0	Normal Line / SPOT	10/02/12-10/02/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1	1							1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		9/25/12
33.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	11:35P- ABC-ABC NIGHTLINE	1	1							1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/25/12

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34.0	Normal Line / SPOT	10/02/12-10/02/12	3	:30	11:35P-ABC-ABC NIGHTLINE			1						1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/25/12
35.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	7:57P-ABC-DANCING WITH THE STARS			1						1	\$18,000.00	\$18,000.00	WJLA Arlington (WJLA)		9/25/12
36.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	10:01P-ABC-CASTLE			1						1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		9/25/12
37.0	Normal Line / SPOT	10/02/12-10/02/12	3	:30	9P-ABC-DANCING WITH THE STARS RESULTS			1						1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		9/25/12
38.0	Normal Line / SPOT	10/02/12-10/02/12	3	:30	10P-ABC-PRIVATE PRACTICE			1						1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		9/25/12
39.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	10P-ABC-REVENGE				1					1	\$5,500.00	\$5,500.00	WJLA Arlington (WJLA)		9/25/12
40.0	Normal Line / SPOT	09/27/12-09/27/12	3	:30	9P-ABC-GREY'S ANATOMY					1				1	\$18,000.00	\$18,000.00	WJLA Arlington (WJLA)		9/25/12
41.0	Normal Line / SPOT	09/27/12-09/27/12	3	:30	10:02P-ABC-SCANDAL					1				1	\$15,000.00	\$15,000.00	WJLA Arlington (WJLA)		9/25/12
42.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	7:57P-ABC-SHARK TANK						1			1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/25/12
43.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	9:01P-ABC-LAST RESORT						1			1	\$4,800.00	\$4,800.00	WJLA Arlington (WJLA)		9/25/12
44.0	Normal Line / SPOT	09/28/12-09/28/12	4	:30	10P-ABC-20/20						1			1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		9/25/12

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45.0	Normal Line / SPOT	09/29/12-09/29/12	3	:30	6:58A- ABC-GOOD MORNING AMERICA SAT							2		2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		9/25/12
46.0	Normal Line / SPOT	09/29/12-09/29/12	3	:30	12P- NEWS-SATURDAY ABC 7 NEWS @12N							2		2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		9/25/12
47.0	Normal Line / COLLEGE FOOTBALL	09/29/12-09/29/12	3	:30	3:28P- SPORTS-ABC COLLEGE FOOTBALL							2		2	\$6,000.00	\$12,000.00	WJLA Arlington (WJLA)		9/25/12
48.0	Normal Line / SPOT	09/29/12-09/29/12	3	:30	7P- WHEEL OF FORTUNE WEEKEND							2		2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		9/25/12
49.0	Normal Line / SPOT	09/29/12-09/29/12	3	:30	7:29P- JEOPARDY WEEKEND							2		2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		9/25/12
50.0	Normal Line / SPOT	09/29/12-09/29/12	3	:30	7:57P- SPORTS-ABC SATURDAY NIGHT FOOTBALL SHOWCASE							2		2	\$5,000.00	\$10,000.00	WJLA Arlington (WJLA)		9/25/12
51.0	Normal Line / SPOT	09/29/12-09/29/12	4	:30	11:30P- NEWS-ABC 7 NEWS @ 11P							1		1	\$500.00	\$500.00	WJLA Arlington (WJLA)		9/25/12
52.0	Normal Line / SPOT	09/29/12-09/29/12	4	:30	12:35A- CASTLE							1		1	\$225.00	\$225.00	WJLA Arlington (WJLA)		9/25/12
53.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	7:58A- ABC-GOOD MORNING AMERICA SUN								2	2	\$600.00	\$1,200.00	WJLA Arlington (WJLA)		9/25/12
54.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	9A- INSIDE WASHINGTON								2	2	\$2,200.00	\$4,400.00	WJLA Arlington (WJLA)		9/25/12

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55.0	Normal Line / SPOT	09/30/12-09/30/12	4	:30	9:57A- ABC--THIS WEEK								1	1	\$9,000.00	\$9,000.00	WJLA Arlington (WJLA)		9/25/12
56.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	6P- ABC-ABC WORLD NEWS TONIGHT								2	1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/25/12
56.0.1	Preempt	09/30/12															WJLA Arlington (WJLA)	No Avail/Exception -	
57.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								2	2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		9/25/12
58.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	6:58P- ABC-ONCE UPON A TIME								2	2	\$4,000.00	\$8,000.00	WJLA Arlington (WJLA)		9/25/12
59.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	9P- ABC-RE/ENGAGE								2	2	\$20,000.00	\$40,000.00	WJLA Arlington (WJLA)		9/25/12
60.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P								2	2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		9/25/12
61.0	Normal Line / SPOT	09/26/12-09/28/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON				1	1	1			3	\$1,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/25/12
62.0	Normal Line / SPOT	10/01/12-10/02/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1	1						2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/25/12

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TvSCAN

Stephanie Kincaid - 9/24/12 7:14 PM

Broadcast Order/Confirmation

Washington DC (HAGRSTWN)(B&C) - CNOCJL Nielsen

Buyer Stephanie Kincaid
Client Romney for President, Inc.

Order Number 387
Campaign Sept. 26-Oct.2
Flight Flight 1 09/26/12-10/02/12

Station WJLA
Address

Agency American Rambler Productio
Address

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
GOOD-WASH 600A Mo-Tu 6:00a-7:00a	1400 \$1,000	Oct01-Oct02	:30	2	✓	✓					+ 800
GOOD-WASH 600A We-Fr 6:00a-7:00a	1400 \$1,000	Sep26-Sep28	:30	3			✓	✓	✓		+ 1200 ✓
GD MRN AMR-ABC Mo-Tu 7:00a-9:00a	1600 \$1,000	Oct01-Oct02	:30	4	✓	✓					+ 2400
GD MRN AMR-ABC We-Fr 7:00a-9:00a	1600 \$1,000	Sep26-Sep28	:30	6			✓	✓	✓		+ 3600 ✓
REGIS&KELLY Mo-Tu 9:00a-10:00a	1000 \$800	Oct01-Oct02	:30	2	✓	✓					+ 400
REGIS&KELLY We-Fr 9:00a-10:00a	1000 \$1,200	Sep26-Sep28	:30	3			✓	✓	✓		- 200 ✓
RACHAEL RAY Mo-Tu 10:00a-11:00a	400 \$200	Oct01-Oct02	:30	2	✓	✓					+ 200
RACHAEL RAY We-Fr 10:00a-11:00a	400 \$700	Sep26-Sep28	:30	3			✓	✓	✓		+ 300 ✓
VIEW-ABC Mo-Tu 11:00a-12:00p	2500 \$2,800	Oct01-Oct02	:30	2	✓	✓					- 600
VIEW-ABC We-Fr 11:00a-12:00p	2500 \$2,800	Sep26-Sep28	:30	3			✓	✓	✓		- 900 ✓
ABC7 NWS AT 12 Mo-Tu 12:00p-12:30p	1000 \$900	Oct01-Oct02	:30	2	✓	✓					+ 200
ABC7 NWS AT 12 We-Fr 12:00p-12:30p	1000 \$900	Sep26-Sep28	:30	3			✓	✓	✓		+ 300 ✓
THE CHEW Mo-Tu 1:00p-2:00p	\$1,000 ✓	Oct01-Oct02	:30	2	✓	✓					
THE CHEW We-Fr 1:00p-2:00p	\$1,000 ✓	Sep26-Sep28	:30	3			✓	✓	✓		✓

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WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
GENERAL HOSPITAL Mo-Tu 2:00p- 3:00p	2200 \$1,400	Oct01-Oct02	:30	2	✓	✓					+ 1600
GENERAL HOSPITAL We-Fr 2:00p- 3:00p	2200 \$1,400	Sep26-Sep28	:30	3			✓	✓	✓		+ 2400
ANDERSON LIVE Mo-Tu 3:00p- 4:00p	1600 \$1,200	Oct01-Oct02	:30	2	✓	✓					+ 800
ANDERSON LIVE We-Fr 3:00p- 4:00p	1600 \$1,200	Sep26-Sep28	:30	3			✓	✓	✓		+ 1200
KATIE We-Fr 4:00p- 5:00p	2400 \$1,600	Sep26-Sep28	:30	3			✓	✓	✓		+ 2400
KATIE Mo-Tu 4:00p- 5:00p	2400 \$1,600	Oct01-Oct02	:30	2	✓	✓					+ 1600
ABC7 NWS AT 5 We-Fr 5:00p- 6:00p	2000 \$1,600	Sep26-Sep28	:30	3			✓	✓	✓		+ 1200
ABC7 NWS AT 5 Mo-Tu 5:00p- 6:00p	2000 \$1,600	Oct01-Oct02	:30	2	✓	✓					+ 800
ABC7 NWS AT 6 We-Fr 6:00p- 6:30p	3200 \$2,400	Sep26-Sep28	:30	6			✓	✓	✓		+ 4800
ABC7 NWS AT 6 Mo-Tu 6:00p- 6:30p	3200 \$2,400	Oct01-Oct02	:30	4	✓	✓					+ 3200
WHEEL-FORTNE We-Fr 7:00p- 7:30p	4400 \$4,000	Sep26-Sep28	:30	3			✓	✓	✓		+ 1200
WHEEL-FORTNE Mo-Tu 7:00p- 7:30p	4400 \$4,000	Oct01-Oct02	:30	2	✓	✓					+ 800
JEOPARDY Mo-Tu 7:30p- 8:00p	4400 \$4,400	Oct01-Oct02	:30	2	✓	✓					+ 800
JEOPARDY We-Fr 7:30p- 8:00p	4800 \$4,400	Sep26-Sep28	:30	3			✓	✓	✓		+ 1200
ABC7 NWS AT 11 We-Fr 11:00p-11:30p	\$3,200	Sep26-Sep28	:30	3			✓	✓	✓		✓
ABC7 NWS AT 11 Mo-Tu 11:00p-11:30p	\$3,200	Oct01-Oct02	:30	2	✓	✓					✓
ABC-NITELINE We-Fr 11:30p-12:00a	\$1,400	Sep26-Sep28	:30	3			✓	✓	✓		✓
ABC-NITELINE Mo-Tu 11:30p-12:00a	\$1,400	Oct01-Oct02	:30	2	✓	✓					✓
DANCING WITH THE STARS Mon 8:00p-10:00p	8000 18000	Oct01-Oct01	:30	1	✓						+ 10,000
CASTLE-ABC Mon 10:00p-11:00p	5500 10,000	Oct01-Oct01	:30	1	✓						+ 4,500

TvSCAN

Stephanie Kincaid - 9/24/12 7:14 PM

Broadcast Order/Confirmation

Washington DC (HAGRSTWN)(B&C) - CNOCJL Nielsen

WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
DANCING - RESULTS											
Tue 9:00p-10:00p	3 \$10,000 ✓	Oct02-Oct02	:30	1	-	✓	-	-	-	-	✓
PRIVATE PRACTICE											
Tue 10:00p-11:00p	3 \$10,000 ✓	Oct02-Oct02	:30	1	-	✓	-	-	-	-	✓
REVENGE											
Wed 10:00p-11:00p	3 \$5,500 ✓	Sep26-Sep26	:30	1	-	-	✓	-	-	-	✓
GREY'S ANATOMY											
Thu 9:00p-10:00p	\$10,000 18,000	Sep27-Sep27	:30	1	-	-	-	✓	-	-	+ 8000
SCANDAL											
Thu 10:00p-11:00p	\$10,000 15,000	Sep27-Sep27	:30	1	-	-	-	✓	-	-	+ 5000
SHARK TANK											
Fri 8:00p-9:00p	3 \$3,000	Sep28-Sep28	:30	1	-	-	-	-	✓	-	✓
PRIMETIME											
Fri 9:00p-10:00p	\$2,400 4,900	Sep28-Sep28	:30	1	-	-	-	-	✓	-	+ 2400
20/20-FRI-ABC											
Fri 10:00p-11:00p	\$8,000 5,000	Sep28-Sep28	:30	1	-	-	-	-	✓	-	- 3000
GD MRN-SAT-ABC											
Sat 7:00a-8:00a	\$250 500	Sep29-Sep29	:30	2	-	-	-	-	-	✓	+ 250
NEWS											
Sat 12:00p-1:00p	✓ \$500	Sep29-Sep29	:30	2	-	-	-	-	-	✓	✓
ABC CLG FTBL L											
Sat 3:30p-7:15p	\$2,300 6,000	Sep29-Sep29	:30	2	-	-	-	-	-	✓	+ 3700
WHEEL-FORTNE W											
Sat 7:00p-7:30p	\$1,200 ✓	Sep29-Sep29	:30	2	-	-	-	-	-	✓	✓
JEOPARDY-WKND											
Sat 7:30p-8:00p	\$1,200 ✓	Sep29-Sep29	:30	2	-	-	-	-	-	✓	✓
SATURDAY NIGHT FOOTBALL											
Sat 8:00p-11:30p	\$2,500 ✓	Sep29-Sep29	:30	2	-	-	-	-	-	✓	✓
ABC7NW AT11 L											
Sat 11:30p-12:00a	\$500 ✓	Sep29-Sep29	:30	1	-	-	-	-	-	✓	✓
CASTLE											
Sat 12:00a-1:00a	\$225 ✓	Sep29-Sep29	:30	1	-	-	-	-	-	✓	✓
GD MRN-SUN-ABC											
Sun 8:00a-9:00a	\$600 ✓	Sep30-Sep30	:30	2	-	-	-	-	-	✓	✓
INSIDE WASHINGTON											
Sun 9:00a-9:30a	3 \$2,200	Sep30-Sep30	:30	2	-	-	-	-	-	✓	✓
THIS WEEK-ABC											
Sun 10:00a-11:00a	✓ \$14,000 9,000	Sep30-Sep30	:30	1	-	-	-	-	-	✓	+ - 5000
ABC7 NW AT 630											
Sun 6:00p-6:30p	✓ 3 \$1,800 1200	Sep30-Sep30	:30	2	-	-	-	-	-	✓	✓

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WJLA-ABC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
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NEWS

Sun 6:30p-7:00p	\$1,200 ✓	Sep30-Sep30	:30	2	--	--	--	--	--	--	2 ✓
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ONCE UPON A TIME

Sun 7:00p-8:00p	\$4,000 ✓	Sep30-Sep30	:30	2	--	--	--	--	--	--	2 ✓
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REVENGE

Sun 9:00p-10:00p	\$10,000 20,000	Sep30-Sep30	:30	2	--	--	--	--	--	--	2 + 10,000
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ABC7 NWS AT 11

Sun 11:00p-12:00a	\$800 ✓	Sep30-Sep30	:30	2	--	--	--	--	--	--	2 ✓
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WJLA Totals	\$309,025	129
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Monthly	Sep 2012	Oct 2012
Gross Cost	\$209,925.00	\$99,100.00

Schedule must run as ordered on the days specified. Buyer will request a refund for spots run on days not specified on the order. All makegoods must be approved in advance.

+ 67,550

86,100

59,000

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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